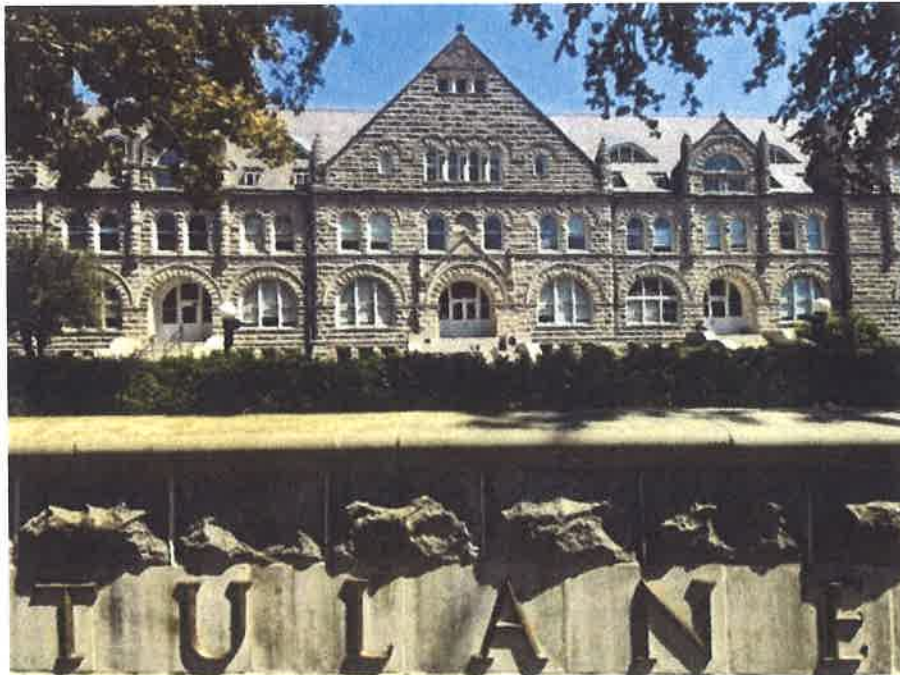


VENUE PARKING, TRAFFIC, TRANSIT AND PEDESTRIAN FLOW STUDY

TULANE UNIVERSITY
New Orleans, Louisiana



Submitted to

SMG Worldwide Entertainment and Convention Venue Management

October 16, 2012



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GAMEDAY

Managing the flow of people to places



Report Summary

In support of the scheduled completion of Tulane University's new football stadium in the fall of 2014, the following study has been prepared to ease the campus traffic, parking and congestion during events. Through the data provided by Urban Systems and two site visits, this study was compiled using best practices used throughout the world managing similar events.

The intent of this study is to provide Tulane University a document with which to have a basis to set both budgetary and service expectations of the new stadium to be built on campus as the plan moves forward.

This study is based upon the information available today, roughly 24 months prior to an anticipated inaugural opening of the new stadium. Clearly as the variables associated with construction and infrastructure changes prior to opening, modifications will be necessary and expected.

Deliverables of this study include:

- Venue Capacity Population Model (VCPM)
 - Given the overall population of 30,000 was provided by the university, the VCPM was focused rather on identifying and assessing the behaviors of the sub populations.
- Venue Parking Inventory Analysis and Plan
 - Utilizing the work done by Urban Systems, confirmation of access, safety and control were the focus to build an operational budget.
- Venue Ingress and Egress Analysis and Plan
 - Each parking asset was reviewed and a deliberate routing both for ingress and egress was developed to provide the most efficient flow of traffic possible.
- Venue Shuttle Support Analysis and Plan
 - Based upon the potential identified resources, a shuttle operational budget has been built.
- Venue Traffic Management Plan
 - Keeping the immediate neighborhoods in mind, a preliminary traffic plan has been built including traffic control and maintenance of traffic.
- Venue Pedestrian Flow Analysis and Plan
 - Based upon the identified parking assets and basic assumptions on attendees within walking distance, a flow overview has been prepared.



- Travel Demand Management and Sustainability Planning
 - Supporting the local community as well as sustainability and the carbon footprint of the operation, an integrated travel demand management solution has been included.

We recommend a periodic review to include all confirmations of identified assets, procurement process and any community and city required modifications as the process continues.

In short, the operation and service levels needed to be successful are clearly possible, but will require clear communication and cooperation with City Agencies and community based modifications.



Venue Capacity Population Model (VCPM)

The Venue Capacity Population Model allows us to review and confirm all constituent group populations and needs. This was done through stakeholder meetings to determine accurate population counts and specific needs. We then confirm service level expectations by constituent group.

VCPM:

The process began with a Venue Capacity of 30,000. This number was per Tulane University.

Spectators: 30,000

- Walkers: 2,648 **(Not included in the parking demand)**
- Passengers Parking Onsite: 6,700
- Shuttle Riders: 15,534

On Campus Students: 3,758 **(Not included in the parking demand)**

Faculty/Staff: 634

Workforce: 500

Home Team and Staff: 90

Away Team and Staff: 90

City/Law Enforcement: 50

These numbers were obtained through various meetings with Tulane University and SMG.



Venue Parking Inventory Analysis and Flow

The Venue Parking Inventory Analysis and Flow portion of the study includes a review of initial venue parking inventory provided by SMG, internal lot layouts, lot operations, ADA needs, cueing lines, transaction times and exception processing for all constituent groups arriving to and departing from the identified parking locations as provided by SMG.

The parking need for 30,000 spectators is 7,840 parking spaces using the assumption that there are 2.5 passengers per car. The available parking supply on campus or within walking distance is 2,386 parking spaces. A team of consultants and multiple site visits in conjunction obtained this number with information provided by SMG and Tulane University. Each parking asset was observed at different times of the day to capture the actual usage, lot access, safety, security and capacity. Assumptions: Staffing is provided by school unless owning entity decides to staff lots themselves.

The 15,000 spectator threshold was utilized as our base model for this study as Tulane currently holds events on campus with 13,000 to 14,000 spectators which do not require additional parking or shuttle service. The second tier of this study is 22,000 spectators is provided followed by the maximum capacity of 30,000 spectators in which both do require shuttle service and additional off-site parking.

The parking lot breakdown is as follows:

Parking Lots To Always Be Utilized Up To 15,000 Spectator Threshold

- **Diboll Garage: 378 spaces**
 - Lot access from Ben Weiner Dr.
- **Reily Center/McAlister Extension/Sports Medicine: 99 spaces**
 - Lot access from Willow St.
- **Rosen Lot : 309 total spaces (219 personal vehicle and 30 Oversize)**
 - Lot access from S. Claiborne Ave.
- **Newcomb Place: 210 spaces**
 - Lot access from Willow St.
- **McAlister Drive/Drill Road: 106 spaces**
 - Lot access from Willow St.
- **Gibson Circle/Law Road/Engineering Road: 224 spaces**
 - Lot access from St. Charles Ave.



- **Loyola Garages: 450 spaces**
 - Lot access from West Rd. and Freret St.
- **Holy Name of Jesus School: 110 spaces**
 - Lot access from Calhoun St.
- **Ursuline Academy: 250 spaces**
 - Lot access from S. Claiborne Ave.
- **McMain Junior HS: 250 spaces**
 - Lot access from Nashville Ave.
- **MB Superdome: 2,856 spaces**
 - Lot access from Sugar Bowl Dr.
- **University Square Lot: 390 spaces**
 - Lot access from Leake Ave.

Additional Parking Lots To Be Utilized With 22,000 Spectator Threshold

- **Ochsner Jefferson Hwy: 2,000 spaces**
 - Lot access from Jefferson Highway.
- **Ochsner Baptist: 450 spaces**
 - Lot access from Napoleon Ave.

Additional Parking Lots To Be Utilized With 30,000 Spectator Threshold

- **Ochsner Pediatric Campus: 1,240 spaces**
 - Lot access from Jefferson Highway.
- **St. Mary's Dominican: 280 spaces**
 - Lot access from S. Carrollton Ave.
- **St. Rita School: 90 spaces**
 - Lot access from S. Carrollton Ave.
- **Archdiocese of NOLA: 50 spaces**
 - Lot access from S. Carrollton Ave.

Assumptions: Staffing is provided by Tulane unless owning entity decides to staff lots themselves.



Campus and Surrounding Area Parking Review (Within Walking Distance)

The following is a review of the campus parking availability that is within walking distance. These are potential parking assets to help insure the university maximizes University controlled parking and minimize parking in the neighborhood surrounding the stadium.

Parking Capacity

Name	Lot Designation	Use	True Total	Available Total	Riders Per Vehicle	Number of Passengers
Diboll Garage	VVIP / Staff	Car or SUV	828	378	2.5	945
Reily Center/McAlister Extension/Sports Medicine	Staff	Car or SUV	99	99	2.5	248
Rosen Lot	Oversize Lot	Minibus / Mix Use	309	309	5.0	1,545
Newcomb Place	Founders Club	Car or SUV	263	210	2.5	525
McAlister Drive/Drill Road	Founders Club	Car or SUV	106	106	2.5	265
Gibson Circle/Law Road/Engineering Road	Founders Club	Car or SUV	224	224	2.5	560
Loyola Garages	Donors	Car or SUV	450	450	2.5	1,125
Holy Name of Jesus School	Donors	Car or SUV	110	110	2.5	275
Ursuline Academy	Donors	Car or SUV	250	250	2.5	625
McMain Junior HS	Season Ticket	Car or SUV	250	250	2.5	625
Totals			2,889	2,386		6,738



ESTIMATED STADIUM PARKING DEMAND SUMMARY:

A capacity attendance of 30,000 was studied for parking demand.

Based on industry standards for managing travel for planned special events, models for attendees who arrive at the stadium by walking, bicycling, public transit, shuttle, charter bus, or taxi have been developed leaving a parking demand of 7,840. For those arriving by vehicle, a range of 2.5 persons per vehicle trip was applied in developing the following parking demand estimate:

Capacity Attendance	30,000
Estimated Parking Demand	7,840
Parking Supply:	
Campus and Surrounding Spaces (net used by residents, etc.)	1,936
Loyola Garages	450
Total parking spaces available for use game day	2,386
Additional spaces required	5,454

SATELLITE PARKING WITH SATURDAY AVAILABILITY

Identified Park and Ride Capacity	7,356
Total Parking Space Capacity	9,742

FACILITIES SHARING

Tulane has a Facilities Sharing Agreement with Loyola University that allows for use of certain parking garages for specified special events. It is estimated that there are 450 spaces available to Tulane.



EVENT STAFFING

Event Staff will only park at the Superdome and ride the shuttle to and from the Stadium.



Campus and Surrounding Area Parking Overview Map



-  Proposed Stadium Location
-  Parking Locations



Campus and Surrounding Area Parking

Diboll Garage



Parkers: TU residents, game-day personnel, game officials & VVIPs

Capacity: 378 Cars or SUVs

Distance to Venue: .1 miles, 4 min walk

Estimated # of Passengers: 945

Staffing: Inbound 1 supervisor, 2 cashiers, 4 flaggers. Outbound 2 flaggers

Notes: Entrance to lot is narrow which would slow egress time



Reily Center / McAlister Extension / Sports Medicine



Parkers: Staff

Capacity: 99 Cars or SUVs

Distance to Venue: .1 miles, 4 min walk

Estimated # of Passengers: 248

Staffing: Inbound 1 supervisor, 1 cashier, 2 flaggers. 0 Outbound flaggers.

Notes: Due to parking being on the street, spots will have to be reserved by University Officials prior to event to prevent loss of parking assets. We highly recommend utilizing a travel demand management tool.



Rosen Lot



Parkers: Oversized vehicles/Tailgating

Capacity: 219 Personal Vehicles and 30 Oversized Vehicles

Distance to Venue: .3 miles, 6 min walk

Estimated # of Passengers: 1,545

Staffing: Inbound 1 supervisor, 2 cashiers, 4 flaggers. Outbound 2 flaggers

Notes: 2-entrance/exit points one lane each. Recommend that large vehicles enter facility via Claiborne Ave



Newcomb Place



Parkers: Founders Club

Capacity: 210 Cars or SUVs

Distance to Venue: .7 miles, 14 min walk

Estimated # of Passengers: 525

Staffing: Inbound 1 supervisor, 2 cashiers, 2 flaggers. 0 Outbound flaggers

Notes: Due to parking being on the street, spots will have to be reserved by University Officials prior to event to prevent loss of parking assets. Tailgating will be an issue in this area.



McAlister Drive / Drill Road



Parkers: Founders Club

Capacity: 106 Cars or SUVs

Distance to Venue: .4 miles, 8 min walk

Estimated # of Passengers: 265

Staffing: Inbound 1 supervisor, 2 cashiers, 2 flaggers. Outbound 2 flaggers

Notes: Due to parking being on the street, spots will have to be reserved by University Officials prior to event to prevent loss of parking assets.



Gibson Circle / Law Road / Engineering Road



Parkers: Founders Club

Capacity: 224 Cars or SUVs

Distance to Venue: .7 miles, 14 min walk

Estimated # of Passengers: 672

Staffing: Inbound 1 supervisor, 4 cashiers, 6 flaggers. Outbound 2 flaggers

Notes: Due to parking being on the street, spots will have to be reserved by University Officials prior to event to prevent loss of parking assets.



Loyola Garages



Parkers: Donors

Capacity: 450 Cars or SUVs no marked ADA spaces

Distance to Venue: .6 miles, 12 min walk

Estimated # of Passengers: 1,125

Staffing: Inbound 2 supervisors, 6 cashiers, 8 flaggers. Outbound 4 flaggers

Notes: Lots require clear signage and entrance to lots are narrow which would slow egress time.



Holy Name of Jesus School



Parkers: Donors

Capacity: 110 Cars or SUVs

Distance to Venue: .8 miles, 16 min walk

Estimated # of Passengers: 275

Staffing: Inbound 1 supervisor, 1 cashiers, 3 flaggers. 0 Outbound flaggers

Notes: Partially striped playground with one entrance/exit on Calhoun St. *Memorandum of Understanding in draft form.



Ursuline Academy



Parkers: Donors

Capacity: 250 Cars or SUVs

Distance to Venue: .7 miles, 12 min walk

Estimated # of Passengers: 625

Staffing: Inbound 1 supervisor, 2 cashiers, 2 flaggers. Outbound 1 flagger

* Memorandum of Understanding in draft form.



* Memorandum of Understanding in draft form.



Americans with Disabilities Act - Construction and Alteration

The Americans with Disabilities Act Accessibility Guidelines (ADAAG) have been in place since 1991 and provide guidelines for accessibility. The 2010 ADA Standards for Accessible Design take effect for any construction beginning on or after March 15, 2012. Following is a summary of the requirements that have been deemed applicable to Tulane University. Please note that this is a brief summary and is not meant to serve as substitute for legal review or counsel.

In short, so long as the facility was constructed before 1991, prior to enactment of the regulations, the facility does not need to meet the regulations. However, if alteration takes place, the facility must be brought in line with current accessibility requirements if it can be accomplished for up to 20% of the cost of the alteration planned. When the cost of bringing the facility to full compliance exceeds the 20% allotted, the path of travel must be made accessible to the extent that it can be made accessible within the 20% limit. Note that all work done over a three year period is used as the base cost, so work can't simply be phased over several years.

Following is a selection of applicable City, State and ADA Code. Note that the information contained herein is a summary and is not meant to serve as substitute for legal review or council. We encourage you to review the regulations in their entirety at the following websites:

State of Louisiana: http://sfm.dps.louisiana.gov/pr_adaag.htm

New Orleans: <http://www.nola.gov/HOME/Americans-With-Disabilities/>

Americans with Disabilities Act: www.ada.gov



ADA Plan

ADA parking and access can be very tricky on a temporary basis in a facility designed for day-to-day use with a game day “conversion” needed 7 times a year. Managing on an exception basis, requires a little more manpower than normal to prevent non-qualifying constituents from trying to abuse the rights of those needing assistance.

ADA Space Allocation

Based upon the federal guidelines, you will be required to utilize the following chart that would hold you to a specific number of parking spaces on campus:

Minimum Number of Accessible Parking Spaces
ADA Standards for Accessible Design 4.1.2 (5)

Total Number of Parking Spaces Provided (per lot)	Total Minimum Number of Accessible Parking Spaces (60" & 96" aisles)	Van-Accessible Parking Spaces with min. 96" wide access aisle	Accessible Parking Spaces with min. 60" wide access aisle
	Column A		
1 to 25	1	1	0
26 to 50	2	1	1
51 to 75	3	1	2
76 to 100	4	1	3
101 to 150	5	1	4
151 to 200	6	1	5
201 to 300	7	1	6
301 to 400	8	1	7
401 to 500	9	2	7
501 to 1000	2% of total parking provided in each lot	1/8 of Column A*	7/8 of Column A**
1001 and over	20 plus 1 for each 100 over 1000	1/8 of Column A*	7/8 of Column A**

* one out of every 8 accessible spaces ** 7 out of every 8 accessible parking spaces

Based on the need of 7,840 parking spaces and utilizing the Federal ADA chart above we recommend the following:

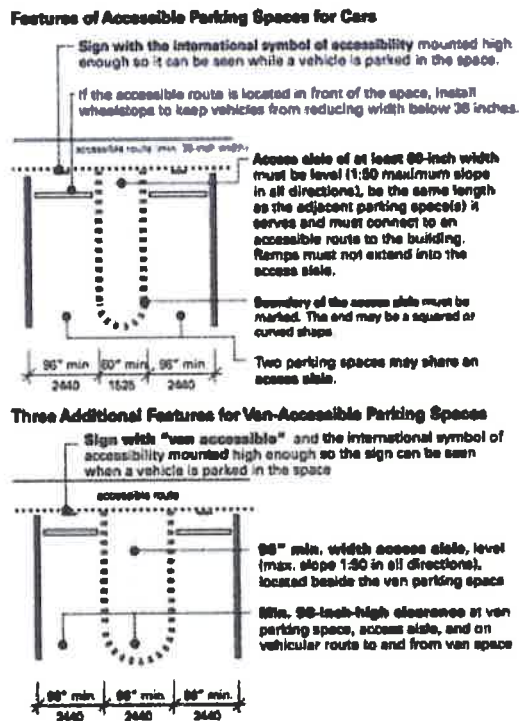
7,840 spaces // First 1,000 spaces = 20 ADA // 6,840/100 = 68 ADA // 88 ADA spaces total

Such a model would mandate 88 ADA spaces and we recommend those spaces be located either near the proposed stadium or an acceptable park and ride solution. **Location can be determined as stadium build out nears completion.**



ADA Space Design

Federal guidelines are pretty clear on requirements:



Given the extremely temporary nature of the operation for day of games, we suggest this simple rule:

For Van Accessible Spaces, using the 2 spaces per vehicle solution giving the 96" as required per vehicle as listed above. For the ADA accessible spaces for cars, we have simply used the 1½ space per vehicle to suffice for the requirement. While it does present a 12-inch deficiency, we have managed the exceptions as needed directly during the parking process and, in general, have been more than acceptable to those attendees. Obviously this does not meet the 60" guidelines mandated by the federal government, but by managing the needs of the 88 spaces in this scenario, we are confident the needs of this venue can be met in this temporary scenario through active management of this constituent group.



Park and Ride Parking Options

The following is a presentation of park and ride parking lot locations, distance to the stadium from each lot and shuttle routes. Utilizing nearby parking lots with the least amount of travel time will help condense the cost of shuttle services while keeping the shuttles flowing at a high frequency. Shuttle routes from all the park and ride parking options will be necessary for a venue capacity of 30,000 spectators.

Park and Ride Area Parking Review

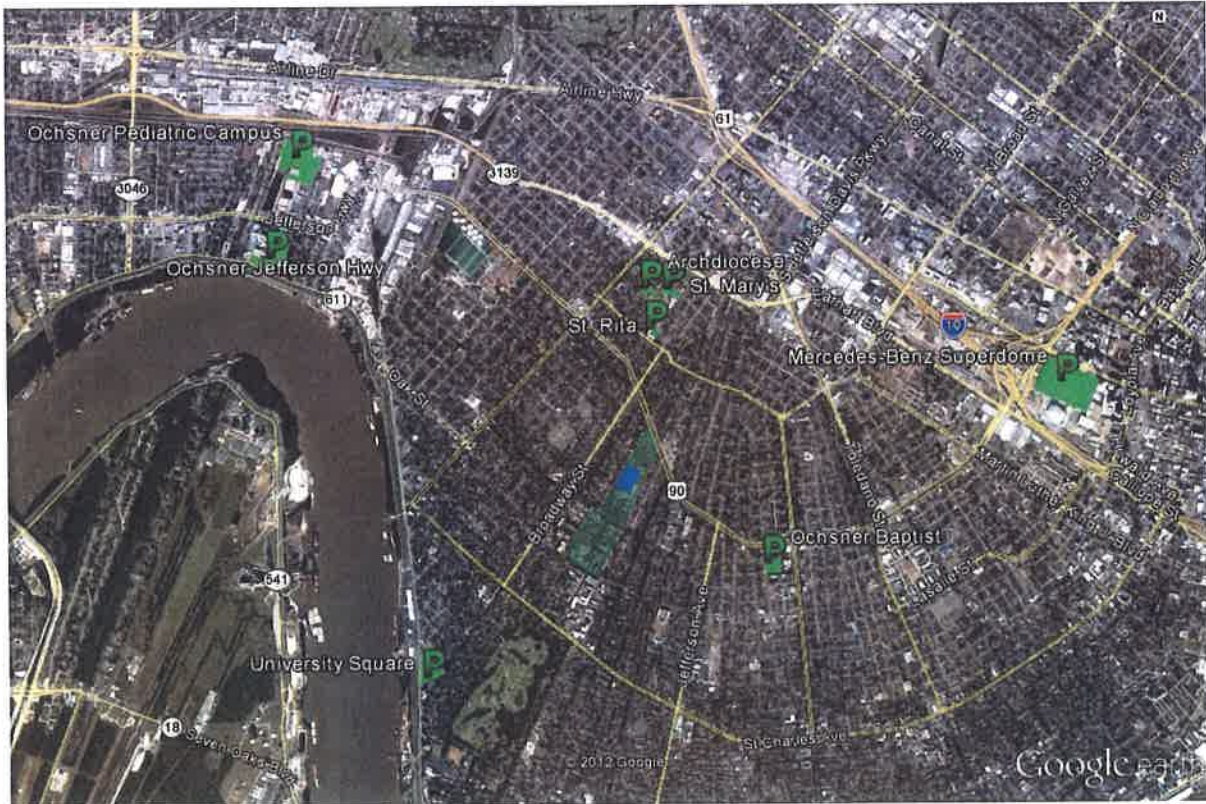
Name	Lot Designation	Use	True Total	Available Total	Riders	
					Per Vehicle	Number of Passengers
MB Superdome	Staff & Volunteers	Car or SUV	2,856	2,856	1.5	4,284
Ochsner Pediatric Campus	Local Non-Donors	Car or SUV	1,240	1,240	2.5	3,100
Ochsner Jefferson Hwy	Local Non-Donors	Car or SUV	2,000	2,000	2.5	5,000
Ochsner Baptist	Season Ticket	Car or SUV	450	450	2.5	1,125
University Square Lot	Season Ticket	Car or SUV	390	390	2.5	975
St. Mary's Dominican	Local Non-Donors	Car or SUV	280	280	2.5	700
St. Rita School	Local Non-Donors	Car or SUV	90	90	2.5	225
Archdiocese of NOLA	Local Non-Donors	Car or SUV	50	50	2.5	125
Totals			7,356	7,356		15,534

PROPOSED PARK AND RIDE ROUTING:

All routing has been deliberate to both, avoid contentious arteries as well as segregate and spread the traffic load to minimize the complaints and concerns of the local residents. These routes have been illustrated out to the appropriate main artery and all of which would be supported by a corresponding signage plan and the travel demand management system directions.



Park and Ride Parking Map (Overview)





Park and Ride Parking Options

University Square Lot



Parkers: Season Ticket Holders

Capacity: 390 Cars or SUVs

Distance to Venue: 1 mile

Estimated # of Passengers: 975

Staffing: Inbound 1 supervisor, 2 cashiers, 1 shuttle zone, 3 flaggers. Outbound 1 shuttle zone, 1 flaggers

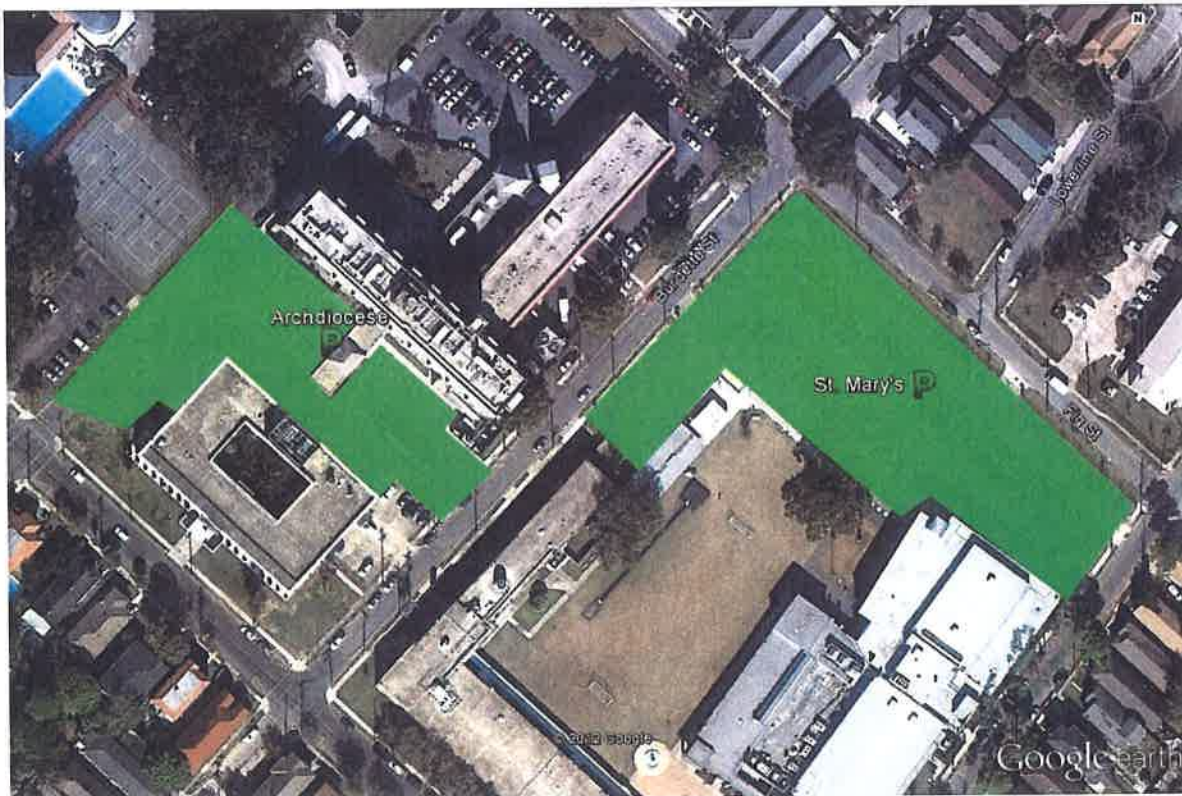
Notes: Upper lot is controlled and owned by Tulane University.

****Lot Operations will cost \$7,431.25, cost per car is \$19.05.**



Archdiocese of New Orleans

St. Mary's Dominican HS



Parkers: Local ticketholders and non-donors

Parkers: Local ticket holders and non-donors

Capacity: 50 Cars or SUVs

Capacity: 2800 Cars or SUVs

Distance to Venue: .8 miles

Distance to Venue: .8 miles

Estimated # of Passengers: 125

Estimated # of Passengers: 700

Staffing: (for each area) Inbound 1 shared supervisor, 2 cashiers, 1 shuttle zone, 2 flaggers.
Outbound 1 shuttle zone, 1 flagger (Archdiocese has 1 cashier)

Notes: Expected that the lots would be available for Saturday games. Memorandum of Understanding in draft form.

****Lot Operations will cost \$5,390.00, cost per car is \$16.84.**



St. Rita School



Parkers: Local ticketholders and non-donors

Capacity: 90 Cars or SUVs

Distance to Venue: .8 miles

Estimated # of Passengers: 225

Staffing: Inbound 1 shared supervisor, 1 cashier, 1 shuttle zone, 2 flaggers. Outbound 1 shuttle zone, 1 flagger

Notes: Expected that the lots would be available for Saturday games. Memorandum of Understanding in draft form.

****Lot Operations will cost \$3,076.75, cost per car is \$34.18.**



Ochsner Baptist Hospital



Parkers: Season Ticket Holders

Capacity: 450 Cars or SUVs

Distance to Venue: 1.4 miles

Estimated # of Passengers: 1,125

Staffing: Inbound 1 supervisor, 2 cashiers, 1 shuttle zone, 3 flaggers. Outbound 1 shuttle zone, 2 flagger

Notes: Expected that the lots would be available for Saturday games. Memorandum of Understanding in draft form.

****Lot Operations will cost \$7,854.75, cost per car is \$17.46.**



Ochsner Hospital Jefferson Highway Campus



Parkers: Local ticketholders and non-donors

Capacity: 2,000 Cars or SUVs

Distance to Venue: 2.6 miles

Estimated # of Passengers: 5,000

Staffing: Inbound 1 supervisor, 4 cashiers, 1 shuttle zone, 8 flaggers. Outbound 1 shuttle zone, 4 flaggers

Notes: Expected that the lots would be available for Saturday games. Memorandum of Understanding in draft form

****Lot Operations will cost \$13,780.00, cost per car is \$6.89.**



Ochsner Pediatric Campus



Parkers: Local ticketholders and non-donors

Capacity: 1,240 Cars or SUVs

Distance to Venue: 2.5 miles

Estimated # of Passengers: 3,100

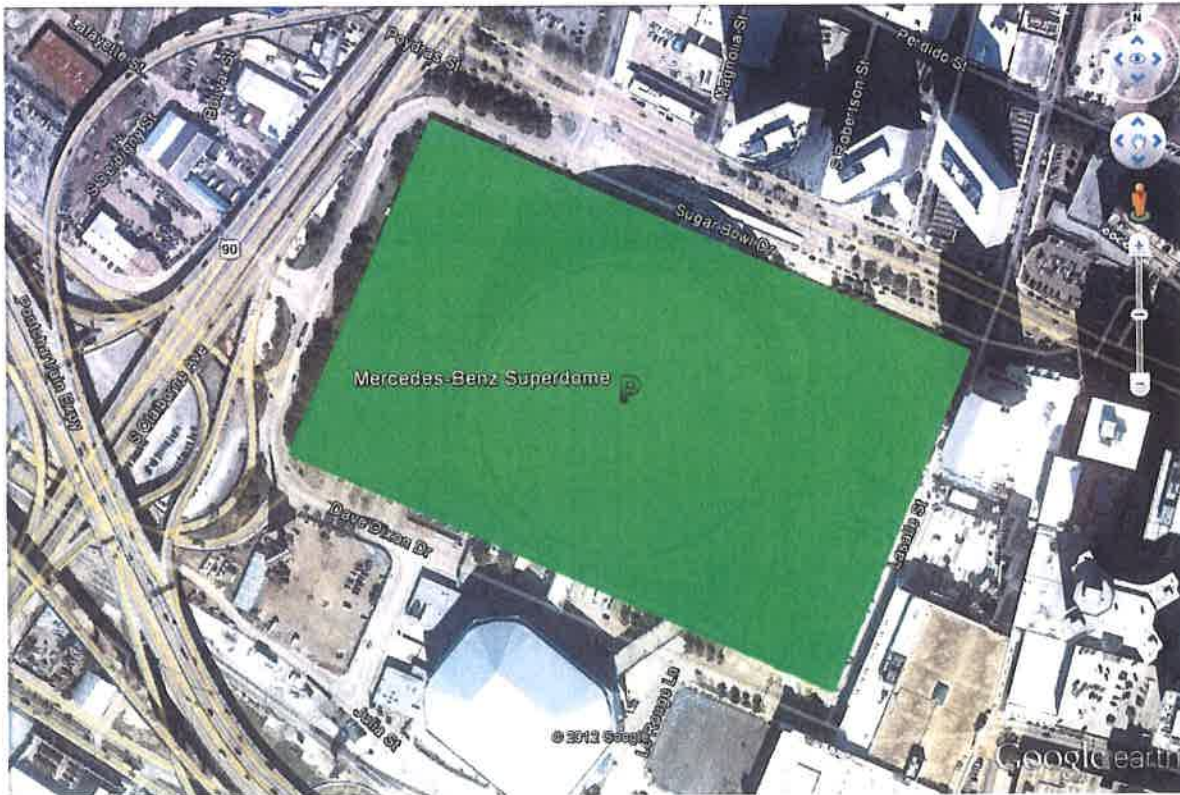
Staffing: Inbound 1 supervisor, 4 cashiers, 1 shuttle zone, 8 flaggers. Outbound 1 shuttle zone, 4 flaggers

Notes: Memorandum of Understanding in draft form.

****Lot Operations will cost \$13,780.00, cost per car is \$6.89.**



Mercedes-Benz Superdome



Parkers: Event Staff & Volunteers and Overflow Spectators

Capacity: 2,856 Cars or SUVs

Distance to Venue: Between 2.7 and 3.1 miles

Estimated # of Passengers: 4,284

Staffing: Inbound 2 supervisors, 8 cashiers, 2 shuttle zone, 12 flaggers. Outbound 2 shuttle zone, 4 flaggers

Notes: Agreement is in place to provide parking for all Tulane Stadium events.

****Lot Operations will cost \$39,427.00, cost per car is \$13.80.**



Parking Staff Budget:

				STAFFING								HOURS								TOTAL HOURS							
No.	Lot Designation	Space Counts	Usage	Supervisor	Inbound Attendant / Cashier	Inbound Shuttle Zone	Inbound Flagger	Outbound Attendant / Cashier	Outbound Shuttle Zone	Outbound Flagger	Previous Day Staff	Supervisor	Inbound Attendant / Cashier	Inbound Shuttle Zone	Inbound Flagger	Outbound Attendant / Cashier	Outbound Shuttle Zone	Outbound Flagger	Previous Day Staff	Supervisor	Attendant / Cashier	Shuttle Zone	Flagger	Previous Day Staff			
1	Diboll Garage	378	VIP / Staff	1	2	0	4	0	0	2		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	11.0	0.00	28.00	0.00		49.00	
2	Rosen Lot	309	OverSize Lot	1	2	0	4	0	0	2		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	11.0	0.00	28.00	0.00		49.00	
3	Newcomb Place	210	Founders Club	1	2	0	2	0	0	0		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	11.0	0.00	11.00	0.00		32.00	
4	Ursuline Academy	250	Donors	1	2	0	2	0	0	1		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	11.0	0.00	14.00	0.00		35.00	
5	Gibson Circle/Law Road Engineering Road	224	Founders Club	1	4	0	6	0	0	2		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	22.0	0.00	39.00	0.00		71.00	
6	Holy Name of Jesus School	110	Donors	1	1	0	3	0	0	0		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	5.5	0.00	18.50	0.00		32.00	
7	McAllister Drive/Drill Road	106	Founders Club	1	2	0	2	0	0	2		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	11.0	0.00	17.00	0.00		38.00	
8	Reilly Center/McAllister Extension/Sports Medicine	99	Staff & Volunteers	1	1	0	2	0	0	0		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	5.5	0.00	11.00	0.00		26.50	
9	McMain Junior HS	250	General	1	1	0	1	0	0	1		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	5.5	0.00	18.50	0.00		24.00	
10	Freret Garage Loyola	225	Donors	1	3	0	4	0	0	2		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	18.5	0.00	28.00	0.00		54.50	
11	West Road Garage Loyola	225	Donors	1	3	0	4	0	0	2		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	16.5	0.00	28.00	0.00		54.50	
12	MB Superdome	2,856	Staff & Volunteers / Overflow	2	8	2	12	0	2	4		10.00	5.00	4.00	5.00	0.00	1.00	1.00		20.00	44.0	24.00	78.00	0.00		166.00	
13	Ochsner Pediatric Campus	1,240	Local Non-Donors	1	4	1	8	0	1	4		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	22.0	12.00	58.00	0.00		100.00	
14	Ochsner Jefferson Hwy	2,000	Local Non-Donors	1	4	1	8	0	1	4		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	22.0	12.00	58.00	0.00		100.00	
15	Ochsner Baptist	450	Season Ticket	1	2	1	3	0	1	2		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	11.0	12.00	27.50	0.00		55.50	
16	University Square Lot	390	Season Ticket	1	2	1	3	0	1	1		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	11.0	12.00	19.50	0.00		52.50	
17	St. Mary's Dominican	280	Local Non-Donors	1	2	1	2	0	1	1		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	11.0	12.00	14.00	0.00		47.00	
18	St. Rita School	90	Local Non-Donors	0	1	1	2	0	1	1		10.00	5.00	4.00	5.00	0.00	1.00	1.00		0.00	9.5	12.00	14.00	0.00		31.50	
19	Archdiocese of NOIA	50	Local Non-Donors	0	1	1	2	0	1	1		10.00	5.00	4.00	5.00	0.00	1.00	1.00		0.00	9.5	12.00	14.00	0.00		31.50	
20	North Shuttle Zone			1	0	11	0	0	11	0		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	0.0	132.00	0.00	0.00		142.00	
21	South Shuttle Zone			1	0	3	0	0	3	0		10.00	5.00	4.00	5.00	0.00	1.00	1.00		10.00	0.0	36.00	0.00	0.00		46.00	
			Manager	1								10.00								10.00	0.00	0.00	0.00	0.00		12.00	
			Set-up Crew	6							6	10.00								60.00	0.00	0.00	0.00	0.00		48.00	
			Cash Audit	2								10.00								20.00	0.00	0.00	0.00	0.00		16.00	
			Clean Team							15		10.00							150.00	0.00	0.00	0.00	0.00	0.00		120.00	
												0.00								0.00	0.00	0.00	0.00	0.00		0.00	
			Totals	29	47	23	74	0	23	47	6	147	514	310	318	0	9	71	14	14	300.00	258.50	276.00	623.00	48.00		1,505.50

Total Number of Employees 249
 Estimated Staffing Hours Total 1505.50
 Average Hours Per Employee 6.05
 Average per hour 10.00
 Net per Event \$15,055.00
 45 % Payroll Tax & Ins \$6,774.75
 Total Event Payroll \$21,829.75
 Loaded Hourly Rate \$14.50



Communications (Capital Cost):

No	Lot Designation	Space Counts	# of Staff	Usage	Radio	Radio Cost	Extra Battery	Battery Cost	Total Cost
1	Diboll Garage	378	7	VVIP / Staff	1	\$590	1	\$60	\$650
2	Rosen Lot	309	7	Oversize Lot	2	\$590	2	\$60	\$1,300
3	Newcomb Place	210	5	Founders Club	1	\$590	1	\$60	\$650
4	Ursuline Academy	250	5	Donors	1	\$590	1	\$60	\$650
5	Gibson Circle/Law Road Engineering Road	224	11	Founders Club	2	\$590	2	\$60	\$1,300
6	Holy Name of Jesus School	110	5	Donors	1	\$590	1	\$60	\$650
7	McAlister Drive/Drill Road	106	5	Founders Club	1	\$590	1	\$60	\$650
8	Relly Center/McAlister Extension/Sports Medicine	99	4	Staff & Volunteers	1	\$590	1	\$60	\$650
9	McMain Junior HS	250	3	General	1	\$590	1	\$60	\$650
10	Freret Garage Loyola	225	8	Donors	2	\$590	2	\$60	\$1,300
11	West Road Garage Loyola	225	8	Donors	2	\$590	2	\$60	\$1,300
12	MB Superdome	2,856	24	Staff & Volunteers / Overflow	6	\$590	6	\$60	\$3,900
13	Ochsner Pediatric Campus	1,240	14	Local Non-Donors	2	\$590	2	\$60	\$1,300
14	Ochsner Jefferson Hwy	2,000	14	Local Non-Donors	2	\$590	2	\$60	\$1,300
15	Ochsner Baptist	450	7	Season Ticket	2	\$590	2	\$60	\$1,300
16	University Square Lot	390	7	Season Ticket	2	\$590	2	\$60	\$1,300
17	St. Mary's Dominican	280	6	Local Non-Donors	1	\$590	1	\$60	\$650
18	St. Rita School	90	4	Local Non-Donors	1	\$590	1	\$60	\$650
19	Archdiocese of NOLA	50	4	Local Non-Donors	1	\$590	1	\$60	\$650
20	North Shuttle Zone	0	12		3	\$591	3	\$61	\$1,956
21	South Shuttle Zone	0	4		2	\$592	2	\$62	\$1,308
			1	Manager	2	\$590	2	\$60	\$1,300
			6	Set-up Crew	3	\$590	3	\$60	\$1,950
			2	Cash Audit	1	\$590	1	\$60	\$650
				Repeater	1	\$3,000	0	\$60	\$3,000
					44		43		\$30,964

Capitalization of city wide radios recommended



Uniforms (Capital Cost):

No	Lot Designation	Space Counts	In & Out # of Staff	Useage	\$15.00 T-Shirts	\$9.00 Hats	\$38.00 Jackets	\$8.00 Aprons	Total Cost
1	Diboll Garage	378	9	VVIP / Staff	\$135	\$81	\$342	\$72	\$630
2	Rosen Lot	309	9	Oversize Lot	\$135	\$81	\$342	\$72	\$630
3	Newcomb Place	210	5	Founders Club	\$75	\$45	\$190	\$40	\$350
4	Ursuline Academy	250	6	Donors	\$90	\$54	\$228	\$48	\$420
5	Gibson Circle/Law Road.Engineering Road	224	13	Founders Club	\$195	\$117	\$494	\$104	\$910
6	Holy Name of Jesus School	110	5	Donors	\$75	\$45	\$190	\$40	\$350
7	McAlister Drive/Drill Road	106	7	Founders Club	\$105	\$63	\$266	\$56	\$490
8	Reilly Center/McAlister Extension/Sports Medicine	99	4	Staff & Volunteers	\$60	\$36	\$152	\$32	\$280
9	McMain Junior HS	250	4	General	\$60	\$36	\$152	\$32	\$280
10	Freret Garage Loyola	225	10	Donors	\$150	\$90	\$380	\$80	\$700
11	West Road Garage Loyola	225	10	Donors	\$150	\$90	\$380	\$80	\$700
12	MB Superdome	2,856	30	Staff & Volunteers / Overflow	\$450	\$270	\$1,140	\$240	\$2,100
13	Ochsner Pediatric Campus	1,240	19	Local Non-Donors	\$285	\$171	\$722	\$152	\$1,330
14	Ochsner Jefferson Hwy	2,000	19	Local Non-Donors	\$285	\$171	\$722	\$152	\$1,330
15	Ochsner Baptist	450	10	Season Ticket	\$150	\$90	\$380	\$80	\$700
16	University Square Lot	390	9	Season Ticket	\$135	\$81	\$342	\$72	\$630
17	St. Mary's Dominican	280	8	Local Non-Donors	\$120	\$72	\$304	\$64	\$560
18	St. Rita School	90	6	Local Non-Donors	\$90	\$54	\$228	\$48	\$420
19	Archdiocese of NOLA	50	6	Local Non-Donors	\$90	\$54	\$228	\$48	\$420
20	North Shuttle Zone	0	23		\$345	\$207	\$874	\$184	\$1,610
21	South Shuttle Zone	0	7		\$105	\$63	\$266	\$56	\$490
			1	Manager	\$15	\$9	\$38	\$8	\$70
			12	Set-up Crew	\$180	\$108	\$456	\$96	\$840
			2	Cash Audit	\$30	\$18	\$76	\$16	\$140
Totals			234		\$3,510	\$2,106	\$8,892	\$1,872	\$16,380



Cones (Capital Cost):

No.	Lot Designation	Space Counts	Useage	# of Units	Average Cost Per Unit (rented)	Total Cost
1	Diboll Garage	378	VVIP / Staff	50	\$15	\$750.00
2	Rosen Lot	309	Oversize Lot	30	\$15	\$450.00
3	Newcomb Place	210	Founders Club	10	\$15	\$150.00
4	Ursuline Academy	250	Donors	10	\$15	\$150.00
5	Gibson Circle/Law Road.Engineering Road	224	Founders Club	30	\$15	\$450.00
6	Holy Name of Jesus School	110	Donors	10	\$15	\$150.00
7	McAlister Drive/Drill Road	106	Founders Club	20	\$15	\$300.00
8	Reily Center/McAlister Extension/Sports Medicine	99	Staff & Volunteers	10	\$15	\$150.00
9	McMain Junior HS	250	General	10	\$15	\$150.00
10	Freret Garage Loyola	225	Donors	50	\$15	\$750.00
11	West Road Garage Loyola	225	Donors	50	\$15	\$750.00
13	MB Superdome	2,856	Staff & Volunteers / Overflow	30	\$15	\$450.00
15	Ochsner Pediatric Campus	1,240	Local Non-Donors	50	\$15	\$750.00
16	Ochsner Jefferson Hwy	2,000	Local Non-Donors	50	\$15	\$750.00
17	Ochsner Baptist	450	Season Ticket	20	\$15	\$300.00
18	University Square Lot	390	Season Ticket	20	\$15	\$300.00
19	St. Mary's Dominican	280	Local Non-Donors	20	\$15	\$300.00
20	St. Rita School	90	Local Non-Donors	10	\$15	\$150.00
21	Archdiocese of NOLA	50	Local Non-Donors	10	\$15	\$150.00
22	North Shuttle Zone	0	0	20	\$15	\$300.00
23	South Shuttle Zone	0	0	20	\$15	\$300.00
Totals				530		\$7,950



Trash Cans (Capital Cost):

No.	Lot Designation	Space Counts	Useage	Average Cost		Total Cost
				1 Can Per 60 Spaces Average	Per Can (excluding maintenance)	
1	Diboll Garage	378	VVIP / Staff	0	\$15	\$0.00
2	Rosen Lot	309	Oversize Lot	4	\$15	\$60.00
3	Newcomb Place	210	Founders Club	0	\$15	\$0.00
4	Ursuline Academy	250	Donors	4	\$15	\$60.00
5	Gibson Circle/Law Road.Engineering Road	224	Founders Club	0	\$15	\$0.00
6	Holy Name of Jesus School	110	Donors	2	\$15	\$30.00
7	McAlister Drive/Drill Road	106	Founders Club	0	\$15	\$0.00
8	Reily Center/McAlister Extension/Sports Medicine	99	Staff & Volunteers	0	\$15	\$0.00
9	McMain Junior HS	250	General	4	\$15	\$60.00
10	Freret Garage Loyola	225	Donors	0	\$15	\$0.00
11	West Road Garage Loyola	225	Donors	0	\$15	\$0.00
12	MB Superdome	2,856	Staff & Volunteers / Overflow	0	\$15	\$0.00
13	Ochsner Pediatric Campus	1,240	Local Non-Donors	0	\$15	\$0.00
14	Ochsner Jefferson Hwy	2,000	Local Non-Donors	0	\$15	\$0.00
15	Ochsner Baptist	450	Season Ticket	0	\$15	\$0.00
16	University Square Lot	390	Season Ticket	6	\$15	\$90.00
17	St. Mary's Dominican	280	Local Non-Donors	0	\$15	\$0.00
18	St. Rita School	90	Local Non-Donors	0	\$15	\$0.00
19	Archdiocese of NOLA	50	Local Non-Donors	0	\$15	\$0.00
20	North Shuttle Zone	0	0	3	\$15	\$45.00
21	South Shuttle Zone	0	0	3	\$15	\$45.00
Totals				26		\$390



Traffic Management

Traffic Control Point (TCP) OVERVIEW:



*To be vetted and approved by NOPD, TUPD, and City Traffic.



TCP Budget (Per Event Cost):

Number	Staff	Location	Hours			Total Hours
			Pre-Game	During Game	Post-Game	
TCP 1	1	Claiborne Av at Rosen Lot Entrance	2.5	3	2	7.5
TCP 2	1	Claiborne Av at Audubon Bl	2.5	3	2	7.5
TCP 3	1	Claiborne Av at Audubon St	2.5	3	2	7.5
TCP 4	1	Claiborne Av at Broadway St	2.5	3	2	7.5
TCP 5	1	Claiborne Av at Carrollton Ave	2.5	3	2	7.5
TCP 6	1	Willow St at Broadway St	2.5	3	2	7.5
TCP 7	1	Willow St at Audubon Bl	2.5	3	2	7.5
TCP 8	1	Freret St at Broadway St	2.5	3	2	7.5
TCP 9	1	Freret St at Newcomb Pl	2.5	3	2	7.5
TCP 10	1	St. Charles Av at Law Rd	2.5	3	2	7.5
TCP 11	1	St. Charles Av at Palmer Av	2.5	3	2	7.5
TCP 12	1	State St at Freret St	2.5	3	2	7.5
TCP 13	1	State St at Willow St	2.5	3	2	7.5
TCP 14	1	Willow St at Ben Weiner Dr	2.5	3	2	7.5
TCP 15	1	Claiborne Av at Palmer Av	2.5	3	2	7.5
TCP 16	1	Claiborne Av at Rosen Lot	2.5	3	2	7.5
TCP 17	1	Claiborne Av at Rosen Lot	2.5	3	2	7.5
TCP 18	1	Claiborne Av at State St Dr	2.5	3	2	7.5
TCP 19	1	Claiborne Av at Calhoun St	2.5	3	2	7.5
TCP 20	1	Claiborne Av at Miro St	2.5	3	2	7.5
TCP 21	1	Claiborne Av at Versailles Bl	2.5	3	2	7.5
TCP 22	1	Claiborne Av at Audubon Bl	2.5	3	2	7.5
TCP 23	1	Claiborne Av at Audubon St	2.5	3	2	7.5
TCP 24	1	Leake Av at Broadway St	2.5	3	2	7.5
TCP 25	1	Broadway St at Coliseum St	2.5	3	2	7.5
TCP 26	1	Broadway St at St. Charles Av	2.5	3	2	7.5
TCP 27	1	Broadway St at Fountainbleau Dr	2.5	3	2	7.5
TCP 28	1	Claiborne Av at Versailles Bl	2.5	3	2	7.5
TCP 29	1	Claiborne Av at Ben Weiner Dr	2.5	3	2	7.5
TCP 30	1	Claiborne Av at Ben Weiner Dr	2.5	3	2	7.5
TCP 31	1	Claiborne Av at Nashville	2.5	3	2	7.5
TCP 32	1	Claiborne Av at Nashville	2.5	3	2	7.5
TCP 33	1	McAlister Pl at Willow St	2.5	3	2	7.5
TCP 34	1	Calhoun St at Willow St	2.5	3	2	7.5
TCP 35	1	Audubon at Newcomb Blvd	2.5	3	2	7.5
TCP 36	1	McAlister Pl at Freret St	2.5	3	2	7.5
TCP 37	1	Calhoun St at Freret St	2.5	3	2	7.5
TCP 38	1	St. Charles Av at Calhoun St	2.5	3	2	7.5
Totals			95	114	76	285

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Total Number of Employees 38
Estimated Staffing Hours Total 285.00
Average Hours Per Employee 7.50
 Average per hour 35.00
 Net per Event \$9,975.00
 45 % Payroll Tax & Ins
 Total Event Payroll \$9,975.00
 Loaded Hourly Rate \$35.00

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**Maintenance of Traffic (MOT) Budget (Capital Cost):**

Number	Location	Type III	Cost	Light	Cost	Sign	Cost	Total Cost
MOT 1	Claiborne Av at Audubon Bl		\$600		\$125	1	\$150	\$150
MOT 2	Claiborne Av at Audubon St/Sycamore St		\$600		\$125	1	\$150	\$150
MOT 3	Claiborne Av at Audubon St		\$600		\$125	1	\$150	\$150
MOT 4	Broadway St. at Sycamore St		\$600		\$125	1	\$150	\$150
MOT 5	Broadway St. at Panola St		\$600		\$125	1	\$150	\$150
MOT 6	Broadway St. at Spruce St		\$600		\$125	1	\$150	\$150
MOT 7	Broadway St. at Cohn St		\$600		\$125	1	\$150	\$150
MOT 8	Broadway St. at Hickory St		\$600		\$125	1	\$150	\$150
MOT 9	Broadway St. at Green St		\$600		\$125	1	\$150	\$150
MOT 10	Broadway St. at Birch St		\$600		\$125	1	\$150	\$150
MOT 11	Broadway St. at Jeannette St		\$600		\$125	1	\$150	\$150
MOT 12	Newcomb Pl at Willow St		\$600		\$125	1	\$150	\$150
MOT 13	Audubon Bl at Willow St		\$600		\$125	1	\$150	\$150
MOT 14	Audubon Bl at Willow St		\$600		\$125	1	\$150	\$150
MOT 15	Palmer Av at Prieur St		\$600		\$125	1	\$150	\$150
MOT 16	Palmer Av at Barrett St		\$600		\$125	1	\$150	\$150
MOT 17	Palmer Av at Story St		\$600		\$125	1	\$150	\$150
MOT 18	Palmer Av at Delord St		\$600		\$125	1	\$150	\$150
MOT 19	State St at Robertson St		\$600		\$125	1	\$150	\$150
MOT 20	McAlister Pl at Willow St		\$600		\$125	1	\$150	\$150
MOT 21	McAlister Pl at Freret St		\$600		\$125	1	\$150	\$150
MOT 22	Palmer Av at Willow St		\$600		\$125	1	\$150	\$150
MOT 23	Calhoun St at Willow St		\$600		\$125	1	\$150	\$150
MOT 24	Palmer Av near Johnson St		\$600		\$125	1	\$150	\$150
MOT 25	Audubon Pl at Freret St		\$600		\$125	1	\$150	\$150
MOT 26	Newcomb Bl at Freret St		\$600		\$125	1	\$150	\$150
MOT 27	Audubon St at Freret St		\$600		\$125	1	\$150	\$150
MOT 28	Audubon St at Freret St		\$600		\$125	1	\$150	\$150
MOT 29	Zimple St at Broadway St		\$600		\$125	1	\$150	\$150
MOT 30	Plum St at Broadway St		\$600		\$125	1	\$150	\$150
MOT 31	Maple St at Broadway St		\$600		\$125	1	\$150	\$150
MOT 32	Hampson St at Broadway St		\$600		\$125	1	\$150	\$150
MOT 33	Audubon St at St. Charles Av		\$600		\$125	1	\$150	\$150
MOT 34	Newcomb Bl at St. Charles Av		\$600		\$125	1	\$150	\$150
MOT 35	Audubon Pl at St. Charles Av		\$600		\$125	1	\$150	\$150
MOT 36	Claiborne Av at State St Dr		\$600		\$125	1	\$150	\$150
MOT 37	Claiborne Av at Calhoun St		\$600		\$125	1	\$150	\$150
MOT 38	Claiborne Av at Versailles Bl		\$600		\$125	1	\$150	\$150
MOT 39	Claiborne Av at Audubon Bl		\$600		\$125	1	\$150	\$150
MOT 40	State St Dr at Tonti St		\$600		\$125	1	\$150	\$150
MOT 41	Fontainebleau Dr at State St Dr		\$600		\$125	1	\$150	\$150
MOT 42	Fontainebleau Dr at Calhoun St		\$600		\$125	1	\$150	\$150
MOT 43	Fontainebleau Dr at Versailles Bl		\$600		\$125	1	\$150	\$150
MOT 44	Fontainebleau Dr at Versailles Bl		\$600		\$125	1	\$150	\$150
MOT 45	Fontainebleau Dr at Audubon Bl		\$600		\$125	1	\$150	\$150
MOT 46	Fontainebleau Dr at Audubon Bl		\$600		\$125	1	\$150	\$150
MOT 47	Fontainebleau Dr at Audubon St		\$600		\$125	1	\$150	\$150

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\$7,050

MOT Sample:

Utilize “Plastic A Frame Barricade” signs for local traffic only.



Plastic A Frame Barricade
Estimated cost \$120.00 per unit
Including signage



Wayfinding Signage:



*Wayfinding signage is installed around venue and surrounding areas to assist in lot location and direction.



Facility Signage (Capital Cost):

No.	Lot Designation	Space Counts	Usage	# of Units	Cost per unit	Total Cost
1	Diboll Garage	378	VVIP / Staff	2	\$90	\$180.00
2	Rosen Lot	309	Oversize Lot	2	\$90	\$180.00
3	Newcomb Place	210	Founders Club	1	\$90	\$90.00
4	Ursuline Academy	250	Donors	2	\$90	\$180.00
5	Gibson Circle/Law Road.Engineering Road	224	Founders Club	3	\$90	\$270.00
6	Holy Name of Jesus School	110	Donors	1	\$90	\$90.00
7	McAlister Drive/Drill Road	106	Founders Club	2	\$90	\$180.00
8	Reilly Center/McAlister Extension/Sports Medicine	99	Staff & Volunteers	1	\$90	\$90.00
9	McMain Junior HS	250	General	2	\$90	\$180.00
10	Freret Garage Loyola	225	Donors	2	\$90	\$180.00
11	West Road Garage Loyola	225	Donors	2	\$90	\$180.00
12	MB Superdome	2,856	Staff & Volunteers / Overflow	3	\$90	\$270.00
13	Ochsner Pediatric Campus	1,240	Local Non-Donors	3	\$90	\$270.00
14	Ochsner Jefferson Hwy	2,000	Local Non-Donors	3	\$90	\$270.00
15	Ochsner Baptist	450	Season Ticket	3	\$90	\$270.00
16	University Square Lot	390	Season Ticket	3	\$90	\$270.00
17	St. Mary's Dominican	280	Local Non-Donors	3	\$90	\$270.00
18	St. Rita School	90	Local Non-Donors	3	\$90	\$270.00
19	Archdiocese of NOLA	50	Local Non-Donors	3	\$90	\$270.00
20	North Shuttle Zone	0	0	2	\$90	\$180.00
21	South Shuttle Zone	0	0	2	\$90	\$180.00
Totals				48		\$4,320



ADA Signage (Per Event Cost):

ADA Signs / Cones				ADA Cones				ADA Cones				ADA Cones			
Number	Cone	Cost	Total Cost	Number	Cone	Cost	Total Cost	Number	Cone	Cost	Total Cost	Number	Cone	Cost	Total Cost
ADA 1	1	\$15	\$15	ADA 26	1	\$15	\$15	ADA 51	1	\$15	\$15	ADA 76	1	\$15	\$15
ADA 2	1	\$15	\$15	ADA 27	1	\$15	\$15	ADA 52	1	\$15	\$15	ADA 77	1	\$15	\$15
ADA 3	1	\$15	\$15	ADA 28	1	\$15	\$15	ADA 53	1	\$15	\$15	ADA 78	1	\$15	\$15
ADA 4	1	\$15	\$15	ADA 29	1	\$15	\$15	ADA 54	1	\$15	\$15	ADA 79	1	\$15	\$15
ADA 5	1	\$15	\$15	ADA 30	1	\$15	\$15	ADA 55	1	\$15	\$15	ADA 80	1	\$15	\$15
ADA 6	1	\$15	\$15	ADA 31	1	\$15	\$15	ADA 56	1	\$15	\$15	ADA 81	1	\$15	\$15
ADA 7	1	\$15	\$15	ADA 32	1	\$15	\$15	ADA 57	1	\$15	\$15	ADA 82	1	\$15	\$15
ADA 8	1	\$15	\$15	ADA 33	1	\$15	\$15	ADA 58	1	\$15	\$15	ADA 83	1	\$15	\$15
ADA 9	1	\$15	\$15	ADA 34	1	\$15	\$15	ADA 59	1	\$15	\$15	ADA 84	1	\$15	\$15
ADA 10	1	\$15	\$15	ADA 35	1	\$15	\$15	ADA 60	1	\$15	\$15	ADA 85	1	\$15	\$15
ADA 11	1	\$15	\$15	ADA 36	1	\$15	\$15	ADA 61	1	\$15	\$15	ADA 86	1	\$15	\$15
ADA 12	1	\$15	\$15	ADA 37	1	\$15	\$15	ADA 62	1	\$15	\$15	ADA 87	1	\$15	\$15
ADA 13	1	\$15	\$15	ADA 38	1	\$15	\$15	ADA 63	1	\$15	\$15	ADA 88	1	\$15	\$15
ADA 14	1	\$15	\$15	ADA 39	1	\$15	\$15	ADA 64	1	\$15	\$15	ADA 89	1	\$15	\$15
ADA 15	1	\$15	\$15	ADA 40	1	\$15	\$15	ADA 65	1	\$15	\$15	ADA 90	1	\$15	\$15
ADA 16	1	\$15	\$15	ADA 41	1	\$15	\$15	ADA 66	1	\$15	\$15	ADA 91	1	\$15	\$15
ADA 17	1	\$15	\$15	ADA 42	1	\$15	\$15	ADA 67	1	\$15	\$15	ADA 92	1	\$15	\$15
ADA 18	1	\$15	\$15	ADA 43	1	\$15	\$15	ADA 68	1	\$15	\$15	ADA 93	1	\$15	\$15
ADA 19	1	\$15	\$15	ADA 44	1	\$15	\$15	ADA 69	1	\$15	\$15	ADA 94	1	\$15	\$15
ADA 20	1	\$15	\$15	ADA 45	1	\$15	\$15	ADA 70	1	\$15	\$15	ADA 95	1	\$15	\$15
ADA 21	1	\$15	\$15	ADA 46	1	\$15	\$15	ADA 71	1	\$15	\$15	ADA 96	1	\$15	\$15
ADA 22	1	\$15	\$15	ADA 47	1	\$15	\$15	ADA 72	1	\$15	\$15	ADA 97	1	\$15	\$15
ADA 23	1	\$15	\$15	ADA 48	1	\$15	\$15	ADA 73	1	\$15	\$15	ADA 98	1	\$15	\$15
ADA 24	1	\$15	\$15	ADA 49	1	\$15	\$15	ADA 74	1	\$15	\$15	ADA 99	1	\$15	\$15
ADA 25	1	\$15	\$15	ADA 50	1	\$15	\$15	ADA 75	1	\$15	\$15	ADA 100	1	\$15	\$15
\$375				\$375				\$375				\$375			



Walking Distance Parking Lot Ingress & Egress Plans:

Diboll Garage



Ingress/Egress: Vehicles will enter and exit lot through Ben Weiner Dr.



Reilly Center / McAlister Extension / Sports Medicine



Ingress: Vehicles will enter lot through McAlister Extension.

Egress: Vehicles will exit lot through Ben Weiner Dr.



Ingress/Egress: Vehicles will enter and exit lot through S. Claiborne Ave.



Newcomb Place



Ingress/Egress: Vehicles will enter and exit lot through Willow St.



McAlister Drive / Drill Road



Ingress/Egress: Vehicles will enter and exit lot through Willow St.



Gibson Circle / Law Road / Engineering Road



Ingress/Egress: Vehicles will enter and exit for Gibson Circle and Law Road through St. Charles Ave and Freret St. Engineering Road ingress/egress is only through Freret St.



Loyola Garages

(Freret Garage)



Ingress/Egress: Vehicles will enter and exit through Freret St.



Loyola Garages

(West Road Garage)



Ingress/Egress: Vehicles will enter and exit through St. Charles Ave.



Holy Name of Jesus School



Ingress/Egress: Vehicles will enter and exit lot through Calhoun St.



Ursuline Academy



Ingress/Egress: Vehicles will enter and exit lot through S. Claiborne Ave.



55



Park and Ride Parking Lot Ingress & Egress

University Square Lot



Ingress/Egress: Vehicles will enter and exit through Leake Ave.





St. Mary's Dominican HS





St. Rita School



Ingress/Egress: Vehicles will enter and exit through Lowerline St.



Ochsner Baptist Hospital



Ingress/Egress: Vehicles will enter and exit lot through Clara St.



Ochsner Hospital Jefferson Highway Campus



Ingress/Egress: Vehicles will enter and exit lot through Jefferson Highway.



Ochsner Pediatric Campus



Ingress/Egress: Vehicles will enter and exit lot through Jefferson Highway.



Mercedes-Benz Superdome Staff and Volunteer



Ingress: Vehicles will enter lot through LaSalle St.

Egress: Vehicles will exit through Poydras.



Park and Ride Shuttle Information

Shuttle Information by Route

Route Description	Distance	Travel Time	Cycle Time	# of Buses
Oschner Jefferson Highway Campus to Tulane	2.49 Miles	4 Minutes	20 Minutes	9
Tulane to Oschner Jefferson Highway Campus	3.2 Miles	8 Minutes		
Oschner Pediatric Campus to Tulane	3.61 Miles	8 Minutes	20 Minutes	9
Tulane to Oschner Pediatric Campus	2.66 Miles	4 Minutes		
Oschner Baptist Medical Center to Tulane	1.5 Miles	6 Minutes	17 Minutes	5
Tulane to Oschner Baptist Medical Center	.84 Miles	3 Minutes		
St Mary's Dominican High School to Tulane	1.34	6 Minutes	18 Minutes	5
Tulane to St Mary's Dominican High School	1.15	4 Minutes		
Superdome to Tulane	3.12	7 Minutes	23 Minutes	22
Tulane to Superdome	3.38	8 Minutes		
University Square to Tulane (Mini)	1.2 Miles	5 Minutes	20 Minutes	5
Tulane to University Square (Mini)	1.8 Miles	7 Minutes		

**4-minute load/unload time at each pickup/drop-off location factored into round-trip time*



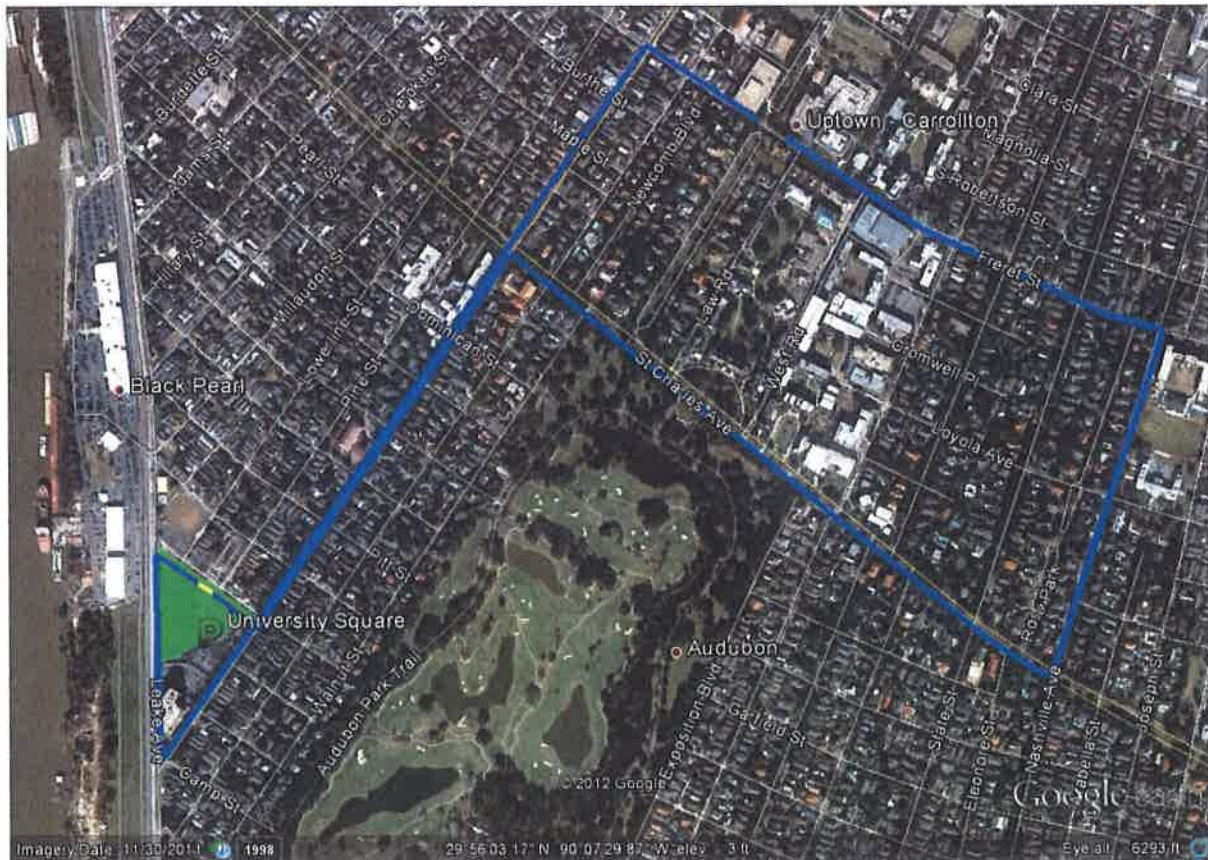
Shuttle route for University Square Lot

Distance: 3 miles round trip

Cycle Time: 20 minutes

Campus Drop off/Pick up: Freret Street

Lot Shuttle Staff: 1 at lot





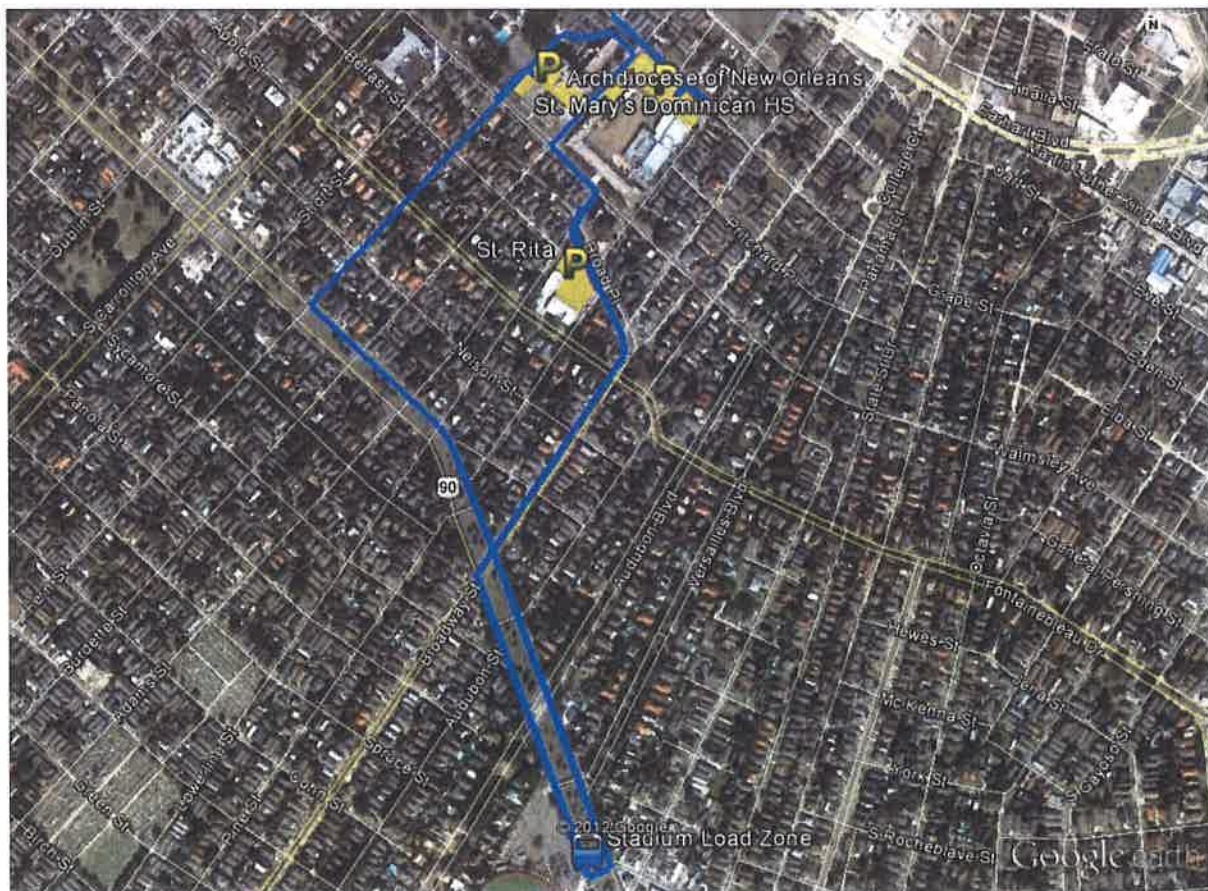
Shuttle route for St. Mary's Dominican HS, Archdiocese of New Orleans and St. Rita School

Distance: 2.49 miles round trip

Cycle Time: 18 minutes

Campus Drop off/Pick up: S. Claiborne Ave

Lot Shuttle Staff: 1 at each lot





Shuttle route for Ochsner Baptist Medical Center

Distance: 2.34 miles round trip

Cycle Time: 17 minutes

Campus Drop off/Pick up: S. Claiborne Ave

Lot Shuttle Staff: 1 at lot





Lot Shuttle Staff: 1 at lot





Distance: 6.27 miles round trip

Cycle Time: 20 minutes

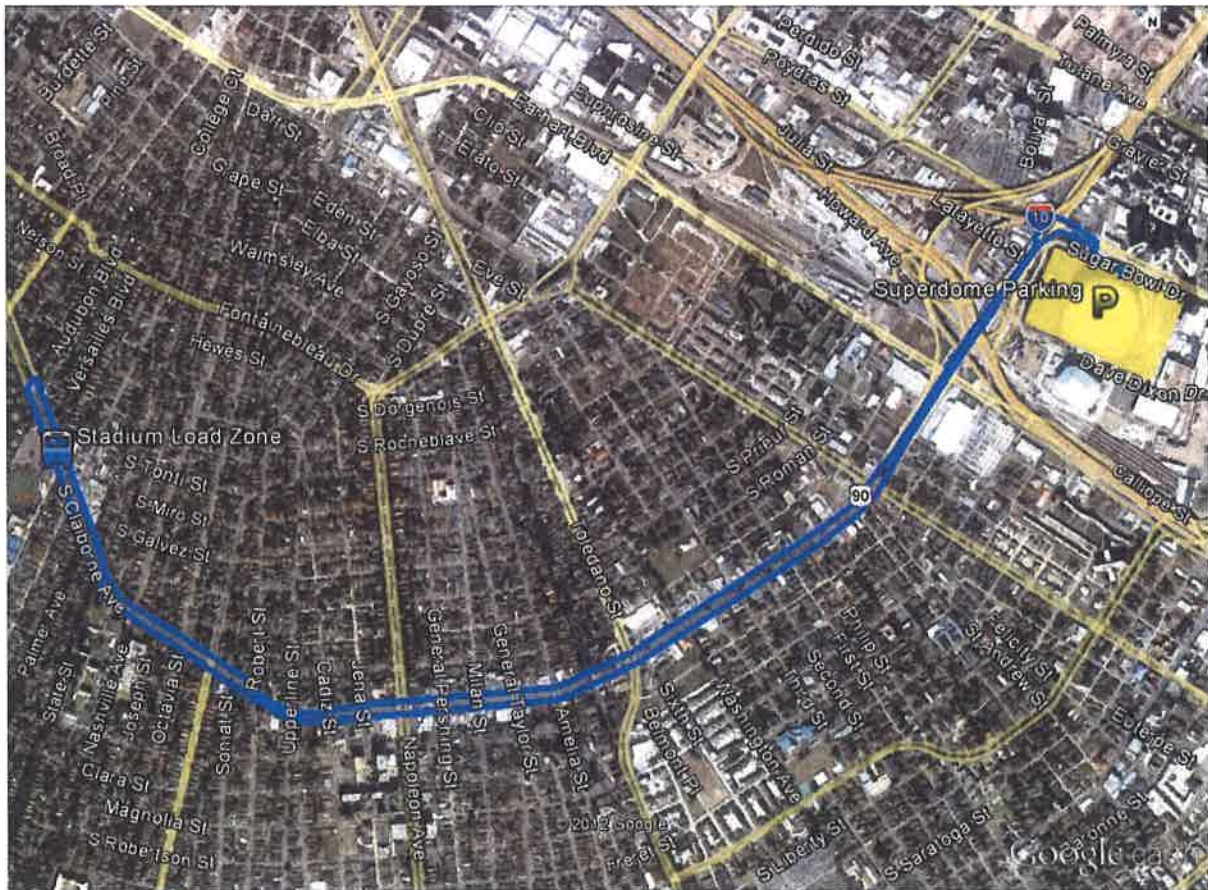
Campus Drop off/Pick up: S. Claiborne Ave

Lot Shuttle Staff: 1 at lot





Lot Shuttle Staff: 2 at lot





North Shuttle Load Zone (Claiborne Ave) Drop off/Pick up



Shuttle Call Up System: Buses will be called up from remote parking location as needed to prevent traffic back up.



South Shuttle Load Zone (Freret Street) Drop off/Pick up



Shuttle Call Up System: Buses will be called up from remote parking location as needed to prevent traffic back up.

**Estimated Operational Costs:****Shuttle Budget (Per Event Cost):**

No.	Lot Designation	Bus Type	# of Buses	Hours	Rate (Hour)	Total Cost
1	MB Superdome	Full Size	22	15	\$110.00	\$36,300.00
2	Ochsner Pediatric Campus	Full Size	9	12	\$110.00	\$11,880.00
3	Ochsner Jefferson Hwy	Full Size	9	12	\$110.00	\$11,880.00
4	Ochsner Baptist	Full Size	5	12	\$110.00	\$6,600.00
5	University Square Lot	Minibus	5	12	\$95.00	\$5,700.00
6	St. Mary's Dominican, Archdiocese, and St. Rita School	Full Size	5	12	\$110.00	\$6,600.00
Total Shuttle Cost						\$78,960.00



Port-o-John (Per Event Cost):

No.	Lot Designation	Space Counts	Usage	1 unit Per 150 Spaces Average	Average Cost Per Unit (rented)	Total Cost
1	Diboll Garage	378	VVIP / Staff	0	\$90	\$0.00
2	Rosen Lot	309	Oversize Lot	2	\$90	\$180.00
3	Newcomb Place	210	Founders Club	0	\$90	\$0.00
4	Ursuline Academy	250	Donors	1	\$90	\$90.00
5	Gibson Circle/Law Road.Engineering Road	224	Founders Club	0	\$90	\$0.00
6	Holy Name of Jesus School	110	Donors	1	\$90	\$90.00
7	McAlister Drive/Drill Road	106	Founders Club	0	\$90	\$0.00
8	Reily Center/McAlister Extension/Sports Medicine	99	Staff & Volunteers	0	\$90	\$0.00
9	McMain Junior HS	250	General	2	\$90	\$180.00
10	Freret Garage Loyola	225	Donors	0	\$90	\$0.00
11	West Road Garage Loyola	225	Donors	0	\$90	\$0.00
12	MB Superdome	2,856	Staff & Volunteers / Overflow	0	\$90	\$0.00
13	Ochsner Pediatric Campus	1,240	Local Non-Donors	0	\$90	\$0.00
14	Ochsner Jefferson Hwy	2,000	Local Non-Donors	0	\$90	\$0.00
15	Ochsner Baptist	450	Season Ticket	0	\$90	\$0.00
16	University Square Lot	390	Season Ticket	3	\$90	\$270.00
17	St. Mary's Dominican	280	Local Non-Donors	0	\$90	\$0.00
18	St. Rita School	90	Local Non-Donors	0	\$90	\$0.00
19	Archdiocese of NOLA	50	Local Non-Donors	0	\$90	\$0.00
20	North Shuttle Zone	0	0	0	\$90	\$0.00
21	South Shuttle Zone	0	0	0	\$90	\$0.00
Totals				9		\$810



Parade Rack (Per Event Cost):

No.	Lot Designation	Space Counts	Useage	# of Units	Average Cost Per Unit (rented)	Total Cost
1	Diboll Garage	378	VVIP / Staff	0	\$15	\$0.00
2	Rosen Lot	309	Oversize Lot	0	\$15	\$0.00
3	Newcomb Place	210	Founders Club	0	\$15	\$0.00
4	Ursuline Academy	250	Donors	0	\$15	\$0.00
5	Gibson Circle/Law Road.Engineering Road	224	Founders Club	0	\$15	\$0.00
6	Holy Name of Jesus School	110	Donors	0	\$15	\$0.00
7	McAlister Drive/Drill Road	106	Founders Club	0	\$15	\$0.00
8	Reily Center/McAlister Extension/Sports Medicine	99	Staff & Volunteers	0	\$15	\$0.00
9	McMain Junior HS	250	General	0	\$15	\$0.00
10	Freret Garage Loyola	225	Donors	0	\$15	\$0.00
11	West Road Garage Loyola	225	Donors	0	\$15	\$0.00
12	MB Superdome	2,856	Staff & Volunteers / Overflow	30	\$15	\$450.00
13	Ochsner Pediatric Campus	1,240	Local Non-Donors	30	\$15	\$450.00
14	Ochsner Jefferson Hwy	2,000	Local Non-Donors	30	\$15	\$450.00
15	Ochsner Baptist	450	Season Ticket	30	\$15	\$450.00
16	University Square Lot	390	Season Ticket	30	\$15	\$450.00
17	St. Mary's Dominican	280	Local Non-Donors	20	\$15	\$300.00
18	St. Rita School	90	Local Non-Donors	10	\$15	\$150.00
19	Archdiocese of NOLA	50	Local Non-Donors	10	\$15	\$150.00
20	North Shuttle Zone	0	0	30	\$15	\$450.00
21	South Shuttle Zone	0	0	30	\$15	\$450.00
Totals				250		\$3,750

**Light Towers (Per Event Cost):**

No.	Lot Designation	Space Counts	Usage	# of Units	Average Cost Per Unit (rented)	Total Cost
1	Diboll Garage	378	VVIP / Staff	0	\$250	\$0.00
2	Rosen Lot	309	Oversize Lot	0	\$250	\$0.00
3	Newcomb Place	210	Founders Club	0	\$250	\$0.00
4	Ursuline Academy	250	Donors	0	\$250	\$0.00
5	Gibson Circle/Law Road.Engineering Road	224	Founders Club	0	\$250	\$0.00
6	Holy Name of Jesus School	110	Donors	0	\$250	\$0.00
7	McAlister Drive/Drill Road	106	Founders Club	0	\$250	\$0.00
8	Reily Center/McAlister Extension/Sports Medicine	99	Staff & Volunteers	0	\$250	\$0.00
9	McMain Junior HS	250	General	0	\$250	\$0.00
10	Freret Garage Loyola	225	Donors	0	\$250	\$0.00
11	West Road Garage Loyola	225	Donors	0	\$250	\$0.00
12	MB Superdome	2,856	Staff & Volunteers / Overflow	0	\$250	\$0.00
13	Ochsner Pediatric Campus	1,240	Local Non-Donors	0	\$250	\$0.00
14	Ochsner Jefferson Hwy	2,000	Local Non-Donors	0	\$250	\$0.00
15	Ochsner Baptist	450	Season Ticket	0	\$250	\$0.00
16	University Square Lot	390	Season Ticket	1	\$250	\$250.00
17	St. Mary's Dominican	280	Local Non-Donors	0	\$250	\$0.00
18	St. Rita School	90	Local Non-Donors	0	\$250	\$0.00
19	Archdiocese of NOLA	50	Local Non-Donors	0	\$250	\$0.00
20	North Shuttle Zone	0	0	2	\$250	\$500.00
21	South Shuttle Zone	0	0	2	\$250	\$500.00
Totals				5		\$1,250

Pedestrian Flows



The illustration above is a representation of the pedestrian flows associated with the identified parking assets surrounding campus as well as the two shuttle drop-offs. The thicker the line, the larger number of pedestrians expected to be traveling along that pathway. Those pathways flowing from the adjacent neighborhoods are representative of residents walking to campus on game days and not reflective of any on street parking in those neighborhoods.



Travel Demand Management Plan

Given the integrated campus with the local residential neighborhoods, we highly recommend the implementation of a travel demand management tool to manage the ongoing communication with the individual parkers thus integrating their personal vehicle and drive into the master transportation plan. This will greatly reduce confusion, and the “circulating” traffic creating a more smooth ingress and egress.

Such a tool can also present additional revenue opportunities to the university through sponsors, fees and premium sales.

Through the pre-purchase process of parking, university operations can capture the true demand, lot by lot; to better allocate time and resources to manage things properly. This will result in lower operational costs; a more direct and timely ingress and a quicker egress post game. There are many tools on the market for pre-selling parking such as T2 Systems Event Parking Solution, Ticketmaster, Tickets Now and Click and Park. But be sure to evaluate one that either had or is integrated with a custom routing and load balancing software. Failure to have such a tool will sustain circulating traffic issues.

We have seen the best signage plans and traffic control plans fail miserably and were brought in to fix them simply because everybody in today’s age enters an address in the GPS or cell phone and follows that routing. We can provide further case studies if you would like to see firsthand examples.

A proper travel demand management tool will route traffic based upon the actual master transportation plan including all temporary road closures, detours, counter flows, etc....

The technology is already in place to be able push such custom directions to the spectator’s GPS or cell phone, however, the lag in personal knowledge of the average person being able to identify their personal device has not caught up yet. Once folks learn how to determine their personal or vehicles GPS identity, a proper travel demand management tool will be able to transmit a dynamic route specific to that spectator but yet integrated into the master transportation plan. Then any emergencies or accidents can be detoured around live and push out corrected routing based upon the incident.



Individual Routing

A travel demand management tool is built upon the transportation plan designed specifically for the event or venue and then pushes out a custom set of directions to each attendee.

As illustrated below, the difference in routing is quite significant when you take in account the road closures and plan we propose in segregating traffic:

Sample of custom travel demand management route to the Yellow Garage.

Blue Line = Standard GPS Routing

Red Line = Custom Travel Demand Management Route





In addition, the attendee is transmitted their personal route in a turn by turn format:

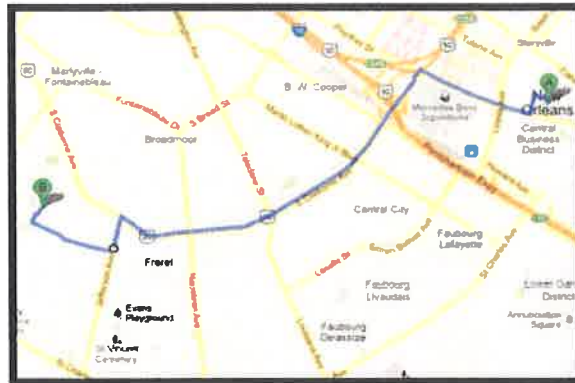
Sample of custom directions. Each lot will have its own custom directions.

Custom Directions To Tulane University Diboll Garage

Starting from: 353 Carondelet Street, New Orleans, LA

Arriving at: Tulane University Diboll Garage

Distance: 3.6 Miles



***DO NOT use a GPS device. These directions are specific to you and to your parking facility**


Directions	
1 Head north on Carondelet St toward Union St	go 108 ft
2 Take the 1st left onto Union St	go 400 ft
3 Take the 1st left onto Baronne St	go 0.1 mi
4 Take the 2nd right onto Poydras St	go 0.6 mi
5 Turn left onto S Claiborne Ave	go 276 ft
6 Turn left to merge onto S Claiborne Ave	go 2.0 mi
7 Turn left onto Jefferson Ave	go 0.2 mi
8 Turn right onto Willow St	go 0.5 mi
9 Turn right onto Ben Weiner Dr	go 0.1 mi
10 Turn left into Diboll Garage	




Another key to success in managing the flow of traffic is the ability to identify groups in traffic easily while the cars in lines are pushing towards the sorter. We strongly suggest avoiding a ticket-sized permit for parking, as it will create confusion for the sorters of the traffic as they attempt to figure out where each car is supposed to be going. Sun glare, dirty windshields, traffic moving at a brisk pace can prevent a sorter from doing their job effectively and reducing times of ingress and egress.

The sample below demonstrates a more visible permit (full 8.5x11):

Sample permit which clearly highlights the lot designation. This makes it very easy for the staff working to identify lot information.

 **ePermit**

for barcode readers: fold this dotted line second



Parking Permit
Tulane Green Wave vs South Alabama Jaguars
Enter September 7th, 2013 8:00 AM PDT
Exit September 7th, 2013 8:00 PM PDT
Lot Diboll Garage

Guest Name	Vehicle	Plate
John Smith	Lexus GS 350	123456 (LA)

for barcode readers: fold this dotted line first

This is your parking permit. Please bring this entire page to parking lot.

50487483

Tulane Green Wave vs South Alabama Jaguars

YOUR PARKING SPACE IS LOCATED AT

**Diboll
Garage**


50487483

POWERED BY
clickPARK
Your Space is Ready When You Are



SUSTAINABILITY

While too soon to properly design a sustainability footprint and plan, we can tell you the larger the focus on reducing circulating traffic and high occupancy vehicle usage; the smaller the carbon footprint the stadium transport operations will be.

Providing the best communications to the attendees on when and where they are going prior to ever leaving their origin will reduce the traffic and in turn, carbon emissions.

As the procurement of parking and transport assets is finalized, a broader sustainability study can be conducted ultimately resulting in a formal sustainability plan for the stadium transport and parking operations.

**15,000 Spectator Budget per Game**

Item	Assumptions	Cost per Event	Number of Events	Total Cost Season Cost
Event Staff	Estimated 1,140 Hours Per Game at \$14.50 per Hour Loaded Rate	\$16,530	1	\$16,530
TCP Staffing	Estimated 285 Hours per Game at \$35.00 per Hour Loaded Rate	\$9,975	1	\$9,975
Light Towers	5 units per event rental	\$1,250	1	\$1,250
Port-o-John	9 units per event rental	\$810	1	\$810
Parade Rack	120 units per event rental	\$1,800	1	\$1,800
Golf Cart	2 units (University Facilities to Provide)	\$0	1	\$0
Truck	2 trucks (University Facilities to Provide)	\$0	1	\$0
Wayfinding Signage	VMB Rental	\$3,000	1	\$3,000
Shuttle Budget	8,115 Passengers	\$42,000	1	\$42,000
Totals		\$75,365		\$75,365

22,000 Spectator Budget per Game

Item	Assumptions	Cost per Event	Number of Events	Total Cost Season Cost
Event Staff	Estimated 1,295.50 Hours Per Game at \$14.50 per Hour Loaded Rate	\$18,785	1	\$18,785
TCP Staffing	Estimated 285 Hours per Game at \$35.00 per Hour Loaded Rate	\$9,975	1	\$9,975
Light Towers	5 units per event rental	\$1,250	1	\$1,250
Port-o-John	9 units per event rental	\$810	1	\$810
Parade Rack	180 units per event rental	\$2,700	1	\$2,700
Golf Cart	2 units (University Facilities to Provide)	\$0	1	\$0
Truck	2 trucks (University Facilities to Provide)	\$0	1	\$0
Wayfinding Signage	VMB Rental	\$3,000	1	\$3,000
Shuttle Budget	14,240 Passengers	\$60,480	1	\$60,480
Totals		\$97,000		\$97,000

***For this model, Ochsner Jefferson Hwy and Ochsner Baptist are activated.**



30,000 Spectator Budget per Game

Item	Assumptions	Cost per Event	Number of Events	Total Cost Season Cost
Event Staff	Estimated 1,505 Hours Per Game at \$14.50 per Hour Loaded Rate	\$21,830	1	\$21,830
TCP Staffing	Estimated 285 Hours per Game at \$35.00 per Hour Loaded Rate	\$9,975	1	\$9,975
Light Towers	5 units per event rental	\$1,250	1	\$1,250
Port-o-John	19 units per event rental	\$810	1	\$810
Parade Rack	250 units per event rental	\$3,750	1	\$3,750
Golf Cart	2 units (University Facilities to Provide)	\$0	1	\$0
Truck	2 trucks (University Facilities to Provide)	\$0	1	\$0
Wayfinding Signage	VMB Rental	\$3,000	1	\$3,000
Shuttle Budget	15,534 Passengers	\$78,960	1	\$78,960
Totals		\$119,575		\$119,575

Estimated Capital Costs

Item	Assumptions	Total Cost	Annual Maintenance
Wayfinding Signage	See Signage Matrix Non-VMB	\$8,400	\$1,500
Facility Signage	See Signage Matrix	\$4,320	\$1,500
ADA Signage	100 Plastcade Signs	\$1,500	\$1,000
Barricades	See Barricade Matrix	\$7,050	\$1,000
Radios	See Radio Matrix	\$30,964	\$1,000
Event Uniforms	\$70 per Emp.	\$16,380	\$5,000
Trash Cans	Estimated 26 cans \$15 Each	\$390	\$2,340
Cones	530	\$7,950	\$2,500
Cash Counter	1 unit	\$4,000	\$450
PC	2 PC's	\$1,500	\$0
Flashlights	200 units	\$1,000	\$300
Flags	100 units	\$500	\$100
Total		\$83,954	\$16,690

Recurring Expenses

Item	Assumptions	Total Annual Cost
Printing	Misc tickets not inc season passes	\$15,000
Office Supplies	Misc office supplies	\$3,500
Recruiting Exp	Background Checks, Ads	\$9,000
Gas	Golf cart and truck (University Facilities to Provide)	\$0
Total		\$27,500



SUMMARY AND RISKS

In summary, Tulane University is well ahead of the typical timeline and forward thinking we see with similar projects across the country. Given the extended timeline until actual construction is completed and the opening of operations commences, careful and frequent reviews of the impact of changes should be done at least every six months.

As the procurement of both parking and transport assets is conducted over the next 26 months, attention should be given to significant risks to the overall success of the operation:

Tailgating:

Regardless of organized hospitality on campus and the wishes and desires of the university, tailgating will always be an issue that must be addressed and enforced. Average spectators of college football just see it as part of their experience of going to a game and almost act as if it is “their right to do so”. Proper communication and enforcement is the only way to confine tailgating to specific areas and times.

Based upon our interviews, the Tulane spectator base is already tailgating on a regular basis at the games hosted at the Superdome currently. So it will be an issue if not managed correctly.

Travel Demand Management:

The urban and residential integration of the Tulane campus could be a case study for travel demand management solutions. Without such a solution in place, it is our opinion that the university will have significant struggles and complaints from the local residents. As seen already, the residents will meet any change with resistance, but without effective communication at the individual parker level, traffic and parking complaints from local residence will be very high.

Given the knowledge of “Know Before You Go” can significantly reduce the unnecessary traffic and reduce the complaints to be expected.

Also, a travel demand management tool can be utilized as an access control tool for the restricted zones and service vehicles to again reduce circulating traffic.



No Cash Parking Around Campus:

The best solution for eliminating traffic in the surrounding neighborhoods is to adopt a policy of no cash parking in and around campus, period. Force all parkers to pre-purchase their parking ahead of time and anyone else should be pushed out to the park and ride lots.

Effective communication of this policy and enforcement of such will save both the university and surrounding neighborhoods many headaches.

Summary:

In short, we do see some associated risks with the plans and operation of the stadium on campus at this time, but none of them are insurmountable by any means. Careful management both inside and outside the stadium and campus can foster the co-existing solution Tulane University seeks.

Operational execution and modifications after launch will determine the final word on the operation as a whole.